

## Message Text

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SUBJ: TC SHOW PROPERTY PROTECTION EQUIPMENT, APRIL 1975

REF: A) USDOC 15753 B) STATE 221847

1. CURRENT REVIEW OF IRANIAN MARKET STILL REVEALS WIDESPREAD UNAWARENESS OF NEED FOR PROTECTION EQUIPMENT DUE MAINLY TO IGNORANCE OF EXISTENCE OF SYSTEMS, DEVICES AND EQUIPMENT FOR THIS PURPOSE; THUS, PRESENTLY PROTECTION AND SECURITY NEEDS COVERED MOSTLY BY USE OF HUMAN GUARD PERSONNEL WITH LIMITED SUPPORT OF TECHNICAL AND OTHER ELEMENTS COMMONLY USED IN OTHER COUNTRIES. HOWEVER, RAPIDLY GROWING INDUSTRIAL, MILITARY AND EVEN AGRO-BUSINESS PLANTS, COMPLEXES AND OTHER ACTIVITIES ARE RESULTING IN SIMILARLY FAST DEVELOPING RECOGNITION FOR MODERN PROTECTION METHODS.

2. MOST SUITABLE VEHICLE FOR INTRODUCTION OF CONCEPTS, EQUIPMENT AND SERVICES BELIEVE WOULD BE FULL TRADE SHOW RATHER THAN TRADE MISSION. AGREE WITH DOC THAT THIS SHOW NOT BE LABELED ANYMORE THAN A PROTECTION SHOW BOTH HERE AND IN WASHINGTON. IT FOLLOWS THAT FULL-FLEDGED SEMINAR ON SUBJECT NOT INDICATED OR SUITABLE; ON OTHER HAND, TECHNICAL PRESENTATIONS BY WELL-BRIEFED SALES AND ENGINEERING PERSONNEL FOR SELECT GROUPS WOULD BE AN EXCELLENT IDEA.

3. SCOPE OF TRADE SHOW BELIEVE WOULD HAVE TO BE FAIRLY BROAD AND PERHAPS BE CONSTRUCTED AROUND BASIC CONCEPT OF INDUSTRIAL SAFETY AND PHYSICAL PROTECTION OF WORKERS AND PLANTS AND

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DEVELOP FROM THERE TO OTHER SOPHISTICATED GEAR (MONITORING,

DETECTION, ILLUMINATION, ALARM, ETC.), THE INTRODUCTION OF WHICH BELIEVE WOULD BE TIMELY. IN THIS CONNECTION, MIGHT POINT OUT THAT MINISTRY OF LABOR CURRENTLY OPERATES INDUSTRIAL TRAINING CENTER WHICH CONTAINS SMALL EXHIBITION OF SAFETY EQUIPMENT FROM VARIOUS FOREIGN SOURCES (U.S. EQUIPMENT CONSPICUOUSLY ABSENT) WHICH ALL PLANT MANAGERS AND OWNERS ARE REQUIRED TO VISIT PERIODICALLY.

4. ALSO, FIRE PROTECTION EQUIPMENT WILL IN NEAR FUTURE BE BIG ITEM CONSIDERING EVER INCREASING CONCERN BY GOVERNMENT (AND ISSUANCE OF PERTINENT REGULATIONS) WITH FIRE HAZARDS, ESPECIALLY IN URBAN CENTERS.

5. LAST AREA WHERE MARKET READY TO BE EXPLOITED IS THAT OF PRIVATE RESIDENCES AND AUTOMOBILES. WITH FAST RATE OF URBANIZATION AND INCREASING PURCHASING POWER ALL LEVELS IRANIAN SOCIETY, ACQUISITION PERSONAL PROPERTY, RESULT IN CONCOMITANT RISES IN LARCENOUS CRIME. PARTICULARLY CONTROL AND DETECTION OF VANDALISM, BURGLARY, ETC. SHOULD OFFER WIDE POSSIBILITIES FOR EXHIBITORS.

6. TRADE CENTER AND INTERESTED OFFICERS IN EMBASSY PREPARED TO STUDY ALL ASPECTS OF PROPOSED TRADE SHOW AND PRESENT PLAN TO SAFEGUARD AGAINST SPECIAL SENSITIVITIES WHILE SIMULTANEOUSLY INCURRING EXPLOITATION OF THIS GROWING AND LUCRATIVE MARKET PROSPECT.  
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